

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

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Close your eyes when you try this cigarette.

If you couldn't see what you were smoking,
you'd never guess it was an ultra light. That's because only Merit
has Enriched Flavor.[®] For a rich, smooth, satisfying taste you'd never expect
in a cigarette with so little tar. Find out why it's one of the
fastest selling ultra lights in America. Light one up.
The taste will open your eyes.

Enriched Flavor,[®] ultra low tar. A solution with Merit.



Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 5 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC method.

